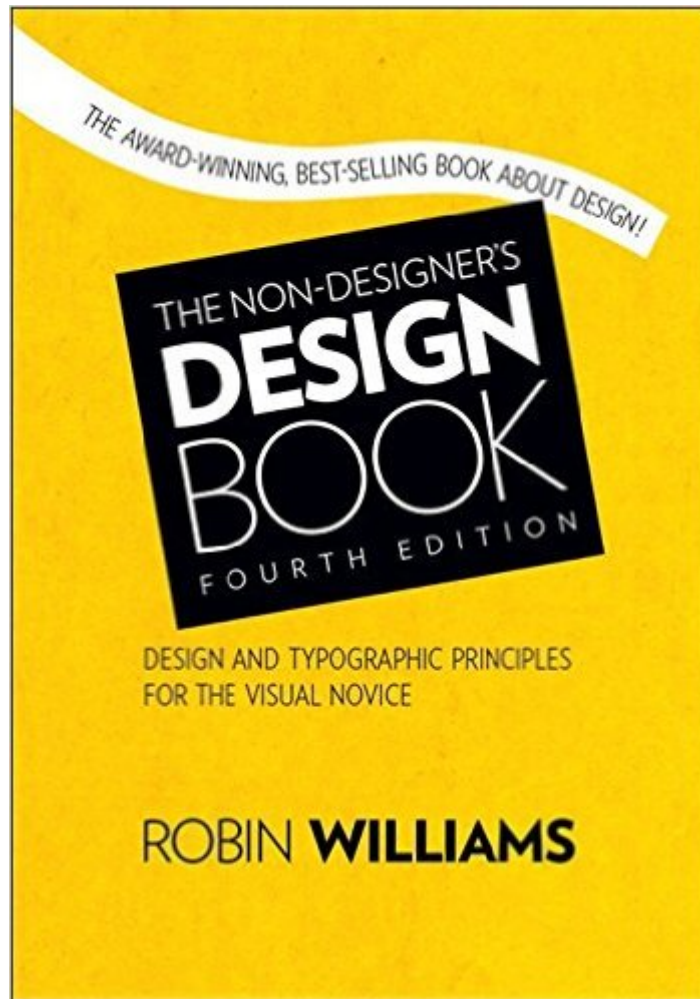


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# The Non-Designer's Design Book (Non Designer's Design Book)



## Synopsis

For nearly 20 years, designers and non-designers alike have been introduced to the fundamental principles of great design by author Robin Williams. Through her straightforward and light-hearted style, Robin has taught hundreds of thousands of people how to make their designs look professional using four surprisingly simple principles. Now in its fourth edition, *The Non-Designer's Design Book* offers even more practical design advice, including a new chapter on the fundamentals of typography, more quizzes and exercises to train your Designer Eye, updated projects for you to try, and new visual and typographic examples to inspire your creativity. Whether you're a Mac user or a Windows user, a type novice, or an aspiring graphic designer, you will find the instruction and inspiration to approach any design project with confidence. THIS ESSENTIAL GUIDE TO DESIGN WILL TEACH YOU

- The four principles of design that underlie every design project
- How to design with color
- How to design with type
- How to combine typefaces for maximum effect
- How to see and think like a professional designer
- Specific tips on designing newsletters, brochures, flyers, and other projects

## Book Information

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## Customer Reviews

I teach graphic design courses at a local community college and this updated edition is well worth the extra \$2 (from the previous edition). It still provides easy to understand examples of the concepts she covers then explains why these are important. But its updated graphics gives it a much more professional yet friendly feel and she cut back on cuteness that seemed to diminish the level of knowledge within it.

I started reading this book yesterday afternoon because I wanted to spruce up my business card. The author's introduction & explanation to basic design principles was clear, easy to understand, & illustrated with plenty of visual examples. I've always been a hobbyist designer, initially relying on MS Publisher templates to put things together but then gradually started making my own designs from scratch over the years, so I thought my initial design for my business card was pretty good. But as I read through this book, the author gave several examples of amateur mistakes, many of which I was guilty of. But then the author also gave examples of how to fix these mistakes by employing the design principles she explains. This is probably one of the most useful books I've ever purchased!

Robin has packed in a ton of experience and design principles into this easy to read book. Unlike some other books drone on and convey little, each page of this book seems loaded with tips and techniques that you can put into practice. For example, I learned more about type design from a single chapter in this book than from an entire book on type (Thinking in Type) that I had purchased simultaneously.

If you need to do graphic design and are not professionally trained, buy this book and read it. It was a fast, easy read with lots of before/after pictures to illustrate applying the principles she teaches. My own work has improved dramatically after doing this work. I was a competent amateur, but now what I'm producing looks better, and I have the words to explain how and why it is better. This book was worth every penny, and it's not particularly expensive to begin with.

I am a software developer, and I have always felt sort of oblivious to anything involving aesthetics. I've been fortunate to work with good designers, but I decided it was time to learn a bit for myself. I asked a designer colleague for a book recommendation, and she suggested this one. It was perfect for me. The book focuses on design as a means a effective communication rather than just a way to make pretty things, and that works a lot better for my brain. The examples are very clear, and the iterative improvements from one design to the next are so clear that even I can tell that they look

better (and understand why). The writing is equally effective and easy to consume. It only took me 4-5 hours for my first pass through this book. After finishing the book tonight, I set out to improve my resume. 90 minutes later, I'm shocked with the results. I used to think my old one looked fine, but now I can see so many design flaws in it. The new version, well, I'm sure there's still plenty wrong with it, but looks better than anything I thought I'd ever create on my own.

Great to see an update of this book. The first edition really helped me learn and understand the principles of graphic design. If you work through this book, and apply the design principles to your work, you will definitely learn something about graphic design. Robin Williams also adds a lot of new material to the fourth edition, so you're not really buying the same book again. I'm looking forward to working through this edition as well.

Most presentation books focus on how to present as a presenter and how to "not design" powerpoint slides. This book finally provides the non-designers out here, myself included, how to build great looking slides that also enhance the presentation. First, I must admit to being a huge fan of the Non-Designer's Design Book and the Non-Designer's Web Design Book. I think they are two of the best books for us designer deficient business people out there. Now, this book does the same thing for presentation design. Many of the concepts are similar to those presented in the Design Book and the Web Design Book; however, they are reformed to apply to presentation design. The section titled "Ignore these Rules" is one of the best sections of the book. This section helps you understand the principles behind many "rules" like "Don't read the slides." When you understand the principles, you better understand when the "rule" applies and when it doesn't. Ultimately, you realize that the rules are guidelines and not really rules at all. For example, if you have a slide that reads, "First quarter profits rise" and you avoid saying these exact words just because they're on the slide, you'll only be feeling the pressure of presentation pundits, who, themselves, often err in educating their audiences anyway. I'd rather learn from someone who has given hundreds or thousands of presentations that are not on the topic of "Presentation Skills" than someone who has given almost exclusively presentations on how to give presentations. Robin Williams is not a "Presentation Skills" presenter, she's a design trainer and she knows what really works in real presentations. Robin, thanks for speaking for all of us non-Presentation Skills speakers out here who know that the pundits are often wrong. All-in-all, this is a must book in the presenter's library.

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